

HELLO! PLEASE CALL 1925!



THE WEATHER
Unsettled; probably some tonight; colder; moderate wind to northwest winds.
Sun, rise 7:15; set 5:22.
High tide 3:15 a. m.; low tide 9:30 p. m.
Light air, vehicles before 1:30 p. m.

BOSTON AMERICAN

NIGHT EDITION

VOL. 21, No. 244 BOSTON, WEDNESDAY, DECEMBER 31, 1924 3 CENTS

Chief in Peril at South Boston Fire

MYSTERY IN REVERE DEATH

State to Pay for Fight Against Phone Rates

CHIEF IN PERIL AT BLAZE

Clutches Floor With Arms as He Falls and Saves Self in South Boston Factory

District Fire Chief William J. Mahoney had a narrow escape early today while fighting a fire which destroyed the frame and steel factory of William J. Bays & Co., at Nos. 6 and 8 Fifth street, South Boston.

The chief was on the fourth floor of the building, directing his men, when the floor gave way beneath him. The floor below was a fiery furnace and the arms of the chief, catching on the floor, were all that saved him from death in the fire.

Chief Mahoney, who is 51 years old, was on the floor when the floor gave way beneath him. The floor below was a fiery furnace and the arms of the chief, catching on the floor, were all that saved him from death in the fire.

The building was burned through from cellar to roof, the loss amounting to \$100,000.

When the first companies responded to the alarm and found the entire building ablaze, a second alarm was turned in. Deputy Chief Quinlan responded to the second alarm and took charge of the fire.

The water from more than a dozen hose lines from the building, sidewalks and fire escapes, making the work of the firemen difficult.

Paris Love Affair May Cost 'Mr. A.' Job As King

Calcutta, Dec. 31 (U.S.N.S.)—Sir Hurri Singh, "Mr. A." may not pay a greater price than the \$750,000 which failed to keep his Paris love affair a secret. It was revealed today.

A movement by on foot in Kashmir to have the British government accept the adopted son of Sir Pratap Singh as heir to the throne in place of Sir Hurri.

Young Singh, nephew and heir of the present ruler of Kashmir and Jammu, has set Kashmir and it is understood he has been asked to go to London to testify in the evidence against the man charged with engineering the huge blackmail plot against him.

ABINGTON FIRE SET; TWO MEN INJURED

Abington, Dec. 31.—Crews from two well-known residences on Plymouth street, was destroyed by fire of incendiary origin today.

Chief John Casey and another fireman were injured by falls and two firefighters were overcome by smoke. State Fire Marshal Neal was notified.

Chief Casey sustained a broken collarbone when he fell from a roof. The blaze had attained considerable headway when the firemen arrived and a strong odor of oil was apparent.

George W. Fairchild Dies
Oswego, N. Y., Dec. 31.—George W. Fairchild of this city and New York died today of acute heart trouble. He was a member of Congress from 1897 to 1917 and was president of the United States.

HUNT AT MYSTERY IN REVERE DEATH

Some Mill Men Expect Reorganization to Follow Wood's Resignation

Lawrence, Dec. 31.—A sweeping reorganization of the American Woolen Company and a general speeding up of production in all of its sixty mills is predicted by mill men throughout the Merrimack Valley, following the announcement of the resignation of William M. Wood as president.

An unsigned statement was issued from the company's headquarters at Shawshenk Village today, confirming the resignation of Wood. The statement announced that no changes in personnel of the company will be made. However, Wood will lose any that there will be a general speeding up in all the mills.

There is much speculation as to what will become of Shawshenk Village, Wood's hobby for years. It has long been reported that this plaything of Wood has been a big financial burden to the American Woolen Company.

DOUBT ABOUT VILLAGE.
No intimation has been made as to whether or not the new regime will continue the policy of Wood as regards this village. The village has often been reported as one of the causes for a bitter fight waged against Wood within the organization.

Whether or not the village will be dropped now that Wood has stepped down is a question that both workers and other mill men are trying to solve.

An official announcement today says that ill-health was responsible for the sudden retirement of Wood. For months, Wood, the outstanding figure in the wool trade of America, fought off the ravages of disease, but finally broken in health, he was to resign to retire. He was 61 years old.

SHOW GIRL STILL LOVES HER JILTED SUITOR

City Employee's Bruised Body Found in Chelsea Creek; Police Start Probe

Revere police are investigating the death of Thomas Burns, a Revere city employee, whose body was found floating in Chelsea Creek a few hours after he had been seen walking about the streets of Revere.

When it was reported that Burns had met his death in the waters of the Creek, three miles from his home, residents of Revere who knew and had seen the man last evening refused to believe the story.

The first anyone knew of Burns being in the water was when the Revere police received a mysterious telephone call informing them that the body of a man was in the Creek.

Officers responding to the call in the ambulance discovered Burns floating face downward in the water. When the body was taken out there was a cut over the left eye and a slight mark on the forehead.

The police awaited the arrival of the medical examiner to view the body. A stenographer, Catherine Burns, identified the body.

HAVERHILL MAN IS ARRESTED LEAVING JAIL
Haverhill, Dec. 31.—When James Robert, thirty years old of Haverhill, was released yesterday from the Vermont State prison at Waterbury, after serving three years, he was immediately placed under arrest by a Haverhill inspector on a warrant issued three years ago.

WILL HIRE COUNSEL IN CASE

Attorney Will Represent All Citizens at Hearings on Proposed Boost

For the first time, the people of the State as a whole, will be represented at the hearings on the proposed telephone rate increases as a result of a conference held in the State House.

An attorney is to be selected by the City Solicitors and Town Council association, who will be appointed a special assistant attorney general and his salary and expenses paid by the Commonwealth.

The action was decided on at a conference between the speakers of the association, Attorney General Jay F. Henton and a member of the Department of Public Utilities.

Henton, on all public matters such as rate hearings, the cities and towns affected have been forced to fight through their own solicitors or agree on counsel to represent them.

At the conference, however, it was decided that, inasmuch as the telephone rates would affect a large part of the public, the State should pay for their legal representation.

BRITISH FINANCIERS IN U. S. ON SPECIAL POST
New York, Dec. 31.—The Right Hon. Montagu Nettelbladt, governor of the Bank of England, and Sir Alan Gardiner, a director of the Bank of England, arrived here today on the Cunarder "Caranda" on a special financial mission for the British government.

It is reported they are going to Washington to confer with Secretary Hughes on the Allied debts and the problems arising therefrom.

FOUND DEAD IN BED

Patrick Mahoney, fifty years old, a lodger at No. 7 Cornhill street, South End, was found dead in bed

Today by his landlady. He complained, before retiring, of not feeling well, and police believe death due to natural causes.

POURS OIL ON FIRE; SIX DYING
Gowanda, N. Y., Dec. 31.—A man, his wife and four children are dying as the result of a kerosene oil explosion today. The father, finding the house cold, poured kerosene on the fire in the kitchen stove. The blast almost wrecked the house.

TODAY'S BANK STATEMENT
Boston clearings \$6,000,000, balance \$7,000,000; New York clearings \$1,500,000, balance \$12,000,000.

Today

Mr. Warfield's Plan Kill Potato Bugs
Queer Justice
Snakes on Stockings
Current Events
By Arthur Brisbane

S.ent of the National Association of Owners of Railroad Securities, plans an increase in profits for railroads and better freight service for the public through common sense consolidation of box car service.

There are in the country 1,100,000 ordinary box cars owned by the different railroads. The life of these cars is wasted being hauled back and forth, or stored on sidings, empty. Mr. Warfield suggests a central agency to handle care for the thousands of railroads and all carrying business. That would be legal under the plan that Mr. Warfield suggests. It couldn't be accomplished otherwise, except by putting all railroads into one great consolidation. That doubtless will come.

BRITAIN FORBIDS importation of United States potatoes; too many potato bugs. Canada also has potato bugs, but Canadian potatoes are not shut out.

Secretary Hughes' protest calls for equal treatment with Canada. He will learn from Great Britain that potato bugs within the Empire have important releasing qualities.

The British Empire takes care of the British Empire, and all inside it. There is a difference from some of our mushy intuition statesmen, everlastingly worrying about outside nations.

WHY NOT take a few of the millions we lavish on foreign countries and use them to kill off systematically all potato bugs, mosquitoes and such enemies. If cattle ticks can be killed off, why not other pests? How many billions would it be worth to get rid of flies, potato bugs and mosquitoes? What would that mean to the public health?

JUSTICE WORKS in her own queer way. The distinguished prize fighter, "Kid" McCoy, in private life Norman Kelly, was accused of murdering a woman. A bullet went into the back of her head. He says she killed herself. The prosecutor says he killed her and planned to kill her.

THE JURY brings in a verdict of manslaughter, in spite of the fact that it was either murder or no murder. Mr. "Kid" McCoy, now safe from hanging at all events, will appeal, and may also be convicted of manslaughter.

FRANKLIN SAVINGS BANK
100 PARK SQUARE, BOSTON
JAN. 1
Join Our 1925 Xmas Club NOW!

Start Saving Today
Interest Begins Jan. 2
North End Savings Bank
77 COURT STREET, BOSTON

THE AMERICAN
Will Not Be Printed Tomorrow
NEW YEAR'S DAY

BANK STATEMENT YESTERDAY
Total \$1,000,000,000
Total \$1,000,000,000
Total \$1,000,000,000

\$1,000--Still Time for Cross-Word Fans--\$1,000

Continued on Page 4, Column 4.

See Page 4

SHAW-SHEEN VILLAGE, WOOD'S HOBBY, WONDERS ABOUT ITS FATE

ALL MEN EXPECT CHANGES

Continued from First Page.

Wood's son, Cornelius A. Wood, who was elected first vice-president, in place of Andrew G. Pierce, who was elected to the presidency on the resignation of the elder Wood, will look after the Wood interests in the great corporation which his father formed.

FIGURE IN INDUSTRY.

The new president of the American Woolen Company has been an outstanding figure in the industrial world for the past two years. At that time he was elected director and president of the Consolidated Textile Corporation. At the same time Mr. Wood was elected director and chairman of the board of the Consolidated Corporation.

John W. Burrows, selling agent of the company, is appointed to succeed William M. Wood as president and selling agent of the American Woolen Company. Mr. Burrows is a selling company of the parent organization, which is a Massachusetts corporation.

It was reported that the American Woolen Company, the largest in the world, and the Consolidated Textile, the largest distributor of cotton textiles, two concerns whose annual business totals amount to a quarter of a billion dollars, were brought into virtual alliance. Details were made of any such transaction, and it was stated that the American Woolen Company owned an idea of the Consolidated Corporation.

Mr. Pierce is the son of Andrew G. Pierce, noted financier and manufacturer of New Bedford, who died in 1917.

AIRPLANE FIVE FAILS TO CURE DEAFNESS

Michael Philip, five, although deafness was diagnosed in infancy, Joseph Kling took a similar course of effort to cure the deafness which for ten years he had been the victim of the United States Army.

The platoon, made in an audience at Michael Philip, was introduced as a success. Mr. Kling was going to make a flight tonight to the field John G. Gifford, of Cambridge, Mass., who was reported that he had taken up a few thousand feet and brought down in one swoop, it might cure the deafness, but he told officers of the field.

But when the girls were tested with the audiometer, the Kling's were, it was found that the deafness remained.

MOTHER FALLS DEAD WHEN TOLD SON IS HURT

Sat. Eve., Dec. 31.—Mrs. Rose Nathan, thirty-two years old, died from shock when informed that her son was seriously injured. Mrs. Nathan left her only child, Randolph, four years old, playing on the sidewalk, while she got into her car. She was on her way to see her son, who had been injured by a car. She was on her way to see her son, who had been injured by a car. She was on her way to see her son, who had been injured by a car.

MAD DOG ATTACKS MOTHER AND SON



MRS. EDWINA BLATCHFORD AND SON. Lion mother and her four-year-old son were both bitten by a mad dog.

WOOD RESIGNS BASEBALL PLOT BECAUSE OF ILLNESS

Continued from First Page.

As to Captain Michael Pierce, who came from England to America in 1917 and, one year later, settled in Hingham.

Mr. Pierce's father, entered the employ of Edward L. Baker, an oil and candy manufacturer, some thirty years after he had graduated from school. When the Wampanoag Mills were established in 1917, Mr. Baker was chosen treasurer of the company.

As the head of the office force, the elder Mr. Pierce became familiar with every detail of the firm, and he succeeded in an exceptionally successful capacity. His business loyalty and close attention to duty were rewarded in 1923 by his election to succeed Mr. Baker as treasurer of the Wampanoag Mills. He later was made a director in other mills.

FOUNDED RAILWAY

The new wooden line failed and founded and organized the New Bedford, Martha's Vineyard and Nantucket Steamship Company. It was through his efforts that the New Bedford street railway was built.

It was to this long chain of business successes that the new wooden company head bore a life sharing with a brother, Edward T. who was elected his father as treasurer of the Wampanoag Mills, many of the new successes. The elder Mr. Pierce was in early business life treasurer of the Pierce Manufacturing Corporation. His brother has been president and another brother, Albert H. Pierce, vice-president of the company.

2 HURT, 5 RESCUED IN 3 PROVIDENCE FIRES

Providence, Dec. 31.—Two fires were started, four families were made homeless, five persons were injured by the fire and property valued at \$40,000 was lost in three fires.

NEW YEAR'S IS TO BE WET

Tonight's Celebration on Common and in Hotels to Be Merriest

The spirit of New Year's is in the air. The city is in the grip of a celebration, which is expected to far surpass anything similar of former years—in gaiety, good cheer—and wetness.

Thousands of people will stay up to see the old year out and the new one in. The hotels where most of the celebration will take place will be crowded to the doors and in fact reservations for every bit of available space have been made days ago. Despite a police order clamping the liquor lid down tight, there is every evidence that the celebration will be as very wet.

One of the features of the New Year celebration, the Common will be the receiving by radio of the midnight ringing of the Liberty Bell in Philadelphia.

ON THE COMMON.

The program on the Common will start at 10 o'clock tonight and will be continuous until the New Year. It will be received with illumination and music as well as the customary joyous notes.

The program will consist of band selections of both classical and modern music, community singing, songs by the great audience with song leaders, and a grand finale occupying the last five minutes.

All of the city's hotels have made special preparations to receive the thousands of extra guests.

PROGRAM ON COMMON

The City of Boston Public Celebration at the Parkman Band Stand on the Common will be as follows: 10:00-10:30 P.M.—Illuminated Bonfire at Parkman Band Stand. 10:30-11:00 P.M.—Illuminated Bonfire at Parkman Band Stand. 11:00-11:30 P.M.—Illuminated Bonfire at Parkman Band Stand. 11:30-12:00 P.M.—Illuminated Bonfire at Parkman Band Stand.

Harry Houdini, the famous magician, posing \$10,000 with City Collector McMorro, which is to go to charity if he fails to expose "Margery."

HOUDINI'S OWN MAGIC IS AMAZING



TRYING IT ON THE BELLY. Harry Houdini working a magic stunt on a belly during his visit here. Other stunts by the magician amazed bystanders, they were no supernatural.

Harry Houdini, self-admitted sleight of hand trickster and deliver of the eyes and brain, is back at his home in New York after a hectic day in Boston, during which time he deposited with City Collector William McMorro of Boston \$10,000 as a challenge to Mrs. Le Roy G. Grandon, known as "Margery."

Houdini must prove he can expose "Margery" or some charitable institution in Boston will be given \$5000. He must also forfeit \$1000 to another charitable organization if Professor Macdonald of Harvard University can duplicate experiments on which Houdini has built up his reputation.

When Houdini left town as suddenly as he appeared he was vehement against "Margery."

"She is a fraud," he declared. "I will show her."

"I will return to Boston next Friday evening and I am perfectly satisfied that I will win this controversy once and for all."

MAGICIAN POSTS \$10,000

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POWER TRUST PROBE ROLL UP FRIDAY

Norris Hopes for Priority Over Muscle Shoals Lease Measure

Washington, Dec. 31 (Universal).—The Norris resolution, providing for an investigation of the activities of the power trust, was not acted on in the Senate Tuesday because of an agreement to consider only routine matters, due to the absence of a majority of the Senators.

Norris called attention, however, to the importance of his resolution and served notice that he will call it up for consideration on Friday, when the Senate reconvenes following the New Year's holiday.

Several Senators indicated they will oppose passage of the resolution and a bitter fight is in sight. Senator Dill of South Carolina, objected to making the resolution the special order for Friday and is insistent he will oppose the proposition vigorously.

Norris told the Senate he was extremely anxious to have the resolution acted upon speedily, "as the facts which the proposed investigation will disclose will have a vital bearing upon the disposal of Muscle Shoals."

He clearly indicated that until the investigation commences, the power trust is completely safe and will be able to block final disposal of the Muscle Shoals matter.

CHAMPAGNE IS SEIZED AFTER GUN BATTLE

New York, Dec. 31.—A gun battle between marine police and rum smugglers aboard a motor boat which contained 300 cases of champagne today inaugurated the offensive against the flow of liquor into New York for the New Year celebration.

The battle, during which fifty shots were fired in a fifteen-mile chase off the battery, ended with the capture of the boat and five prisoners.

The police plan to check liquor smuggling and the police department completed plans for increased surveillance in strategic positions. Broadway and other centers of amusement were closed with plans for gay celebrations to usher in the new year.

The police plans called for 200 extra policemen on Broadway between Park and Second streets and Forty-ninth street, with 100 extra men to keep a watch on the festivities in Greenwich Village. Two hundred extra men were assigned to duty in the Brooklyn district. The extra policemen will remain at their posts from 7 o'clock tonight until 8 o'clock tomorrow morning.

Reservations in all hotels, restaurants, dance and supper clubs for as good accommodations.

AUTOIST FROZEN GETS MASONIC FUNERAL

The funeral of William H. Bailey, fifty-two, whose frozen body was found beside his automobile in a secluded road in Norwell, Sunday.

The body was accompanied to Mt. Pleasant Cemetery by a large delegation of members of Mysterious Royal Arch Chapter of Masons, of which Mr. Bailey was excellent musician and a past high priest. Omer E. Bennett, high priest, was in charge of the funeral service at the grave.

"FATAL FORTUNE" MYSTERY GROWS DEEPER By HAL COFFMAN

NEW DEVELOPMENTS IN THE MYSTERIOUS DEATH OF WEALTHY YOUNG "BILLY" MCCLINTOCK OF CHICAGO—ARE

STATES ATTORNEY GROVE, SEEKS TO FIND IF DEATH WAS CAUSED BY SOME SILENT POISON

OR FROM DISEASE FOLLOWING INOCULATION WITH TYPHOID GERMS

MEDICAL AUTHORITIES BELIEVE YOUNG "BILLY" WAS GIVEN SOLID FOOD DURING CRISIS OF HIS "SICKNESS"—THIS WOULD HAVE PROVED FATAL

MISS FOPE HIS FIANCEE—SAYS "BILLY'S" FOSTER FATHER DISCOURAGED IDEA OF A SICKBED MARRIAGE

DEATH OF MCCLINTOCK'S MOTHER—VERY SIMILAR TO HIS OWN—SOME YEARS AGO—IS TO BE INVESTIGATED ALSO

The more Chicago officials probe the recent death of "Billy" McClintock, her to the so-called "Fatal Fortune" the more it looks as if foul play had been committed. State Attorney Grove says there is more hope of it than has so far come to the surface. His fiancée, Isabelle Fope, contends that his foster father objected to a bedside marriage, also told her wrongly about procuring the marriage license. McClintock's foster parents inherited his fortune at his death. The fortune seems to have nothing but death and bad luck following it. It will be interesting to watch what now happens to the two people who have this money that carries nothing but trouble.

HAL COFFMAN.

ANNUAL FINANCIAL REVIEW

New England's Strength Grows with the Years

Big and Busy Year Ahead, Experts Agree, Explaining Why 1925 Will Break Records

The year Nineteen Hundred and Twenty Five, into which we are about to step confidently, promises to be one of the most prosperous, if not indeed THE most prosperous, in the business history of the United States.

The clouds of pessimism have disappeared, the heavens are bright with optimism, a golden sun is rising to enrich the industrious and the thrifty.

That New England will enjoy its full share of the gifts about to be scattered upon America from the cornucopia of Commerce and Industry is the testimony, on succeeding pages of this Review, of not only leaders in the business life of this section but of authorities of such distinction as the Governor of Maine, the Governor of New Hampshire and the Governor of Massachusetts.

Nineteen Hundred and Twenty Five, these orders of the banking, the business and the political affairs of our country tell us, will be a better year for New England:

BECAUSE the fear of radical political action assuaged with the recent elections.

BECAUSE bank deposits are up between \$6-

000,000 and \$8,000,000, or at least 20 per cent. over the "low" mark of 1921.

BECAUSE savings deposits in the United States have increased by 149 per cent. within a twelve-year period.

BECAUSE the railroads of the country have enjoyed a record year and, notwithstanding increasing competition from the motor car, are promised another.

BECAUSE life insurance sales have established a new record for American thrift.

BECAUSE the business of the Post Office Department, a barometer quite as dependable as any other, shows an improvement of between 25 and 35 per cent. over the figures for 1923.

BECAUSE no less than 600 leading business organizations of the United States have either resumed or increased their dividend payments.

BECAUSE Massachusetts holds fast to tenth place among the States in foreign trade, with every likelihood that the Bay State will move higher within the twelvemonth.

BECAUSE reports are at hand from Brockton, Haverhill and other centers that the shoe industry is entering upon better days.

BECAUSE, so far as these Six States are concerned, there are so many great industries in this corner of the country that dullness in a few lines cannot harmfully affect the community at large in a time of otherwise unprecedented prosperity.

The common testimony appears to be that, at long last, the world has settled down to business. The worst lies behind us. The days are brightening.

As we shake old Nineteen Twenty Four by the hand, and tell him farewell—he has disappointed us in spots but we all can remember years that were not nearly so good—let us find courage to meet the unknown year in the inspirational messages printed in these pages.

Here you have the sound views, not of sentimentalists, but of successful leaders. Among others who have responded to the invitation of the Boston American to say a word to you today are the Hon. Andrew W. Mellon, Secretary of the Treasury; Governor Percival P. Baxter, of Maine; Governor Fred H. Brown, of New Hampshire; Governor Channing H. Cox, of Massachusetts; Vice President C. F. Weed, of the First National Bank of Boston.

Frank J. Fahey, of the Gillette Razor Com-

pany; President Kenneth J. Ferguson of the Engineers' Bank, in Boston; Frederick Rupprecht, Chairman of the Board of the Consolidated Textile Corporation; President C. H. Markham, of the Illinois Central Railroad; President E. M. Herr, of the Westinghouse Electric Company; President George M. Verity, of the American Rolling Mills Company. ALL give the reasons for the faith that is theirs that the appearance tomorrow morning of 1—9—2—5 will be the signal for good times.

President Howard Coonley, of the Boston Chamber of Commerce; Mr. W. F. Bartholomew, prominent Boston broker and authority on "coppers"; and Mr. Frank H. Meloon, financial editor of the Boston American, complete a formidable list of trade forecasters who unite in giving us the same glad reading of all the barometers of business.

They all say—if we read the messages aright—that General Prosperity is down the road a piece and headed this way. His other name is Nineteen Twenty Five.

Only one thing to be done.

Let all New England go down the road and meet him.

Ready?

Good Evening—1925!

This New Year message of the Shawmut Bank could be written in many ways. It could tell you about our 88 years of service to the people of New England. It could show our growth and the total of our assets. But that isn't what you want to know. You prefer to know that, no matter how small or how large your means, Shawmut offers you expert service in every department of modern banking—service not merely expert but friendly and humanly helpful. You are invited to share Shawmut Service as part of a Happy New Year.

Cordially yours,

Arthur S. Brewster
President

THE NATIONAL SHAWMUT BANK

MAIN OFFICE: 40 WATER STREET, BOSTON

TELEPHONE MAIN 6800

ARLINGTON STREET OFFICE: PARK SQUARE BUILDING



FINANCE

BY E. C. FORBES

The family that doesn't own its own home is like a tree without roots. It has nothing deep and abiding to cling to, nothing to keep it firmly and steadily anchored. It can be blown to and fro by the mercenary winds of money's caprice. It is but a bird of passage, knowing not where it may be able to alight next.

How different the family that owns its own home! It has roots, roots that go deep down into the soil of America. It owns a part of this blessed land. It possesses a haven from which no graving, scheming landlord can cast it out.

How fortunate in a home. It often languishes in rented rooms. Homeless slaves have friends. Mere houses don't.

Children bred in parent-owned homes rarely sink into crime. Crime finds its best breeding ground in the hired walls.

If I were to draw up ten commandments for the home-savvy seeking to fight successfully the battle of life, they would read:

- First—Study.
- Second—Sweat.
- Third—Keep accounts.
- Fourth—Save systematically.
- Fifth—Take out life insurance.
- Sixth—Buy your own home.
- Seventh—Invest in sound security.
- Eighth—Launch your own business.
- Ninth—Educate your children.
- Tenth—Live generally.

Never meet—or any—or those and you are unlikely to enjoy a well rounded, satisfying, successful life. Today, the threshold of a new year, is a fitting time to urge our strict commitment. Buy your own home.

Copyright, 1924, by E. C. Forbes

1924 SETS RECORD FOR VALUE

FOR VALUE

That 1924 should be a banner year for New England's construction industry, according to the preliminary position to give an authoritative opinion of the trend in the industry during the past year labor costs have been stabilized on a low level, prices of materials have remained steady and the situation after the greatest year in history seems to be in hand that bearing things, unbroken, 1925 should prove the greatest year the construction industry in New England has ever experienced.

MUCH NEW CONSTRUCTION.

A tremendous volume of new construction which has started in the declining month of this year should be sufficient to keep the labor and materials market active during the early part of 1925. During the month of November alone, according to the figures of the R. W. Doherty Construction, contracts were awarded for 1,435 projects, totaling 14,000,000 square feet of floor space. The greatest amount of new construction was in the building of houses, valued at \$21,611,000. In December, according to the R. W. Doherty Construction, there were pending contracts for 1,235 projects, totaling 12,350,000 square feet of floor space, with a valuation of \$25,914,000. This is probably the greatest amount of new construction ever contemplated construction ever recorded in the history of the industry.

The starting changes in Boston's building, especially in the business district, during the year's new construction, have been to improve on most of the existing ones. The new buildings are of the new construction under way. All of the new buildings are of the new construction under way. All of the new buildings are of the new construction under way.

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NICK NACKS

By NICK FLATLEY

TOO SILLY FOR WORDS By Charlie



Sure, have that party tonight. It will help you to get a head for the New Year.

Wonder what the old agents have to say about it?

CHAMPIONS OF 1924

HOLDER FINNY
He went through the year without getting a single salary cut. He was a charitable fellow. He established a club for the Christmas season. He was a good host. He was a good neighbor. He was a good citizen. He was a good man.

E. Z. TANKER
He had a big year. He was a big man. He was a big heart. He was a big soul. He was a big spirit. He was a big man.

L. O. NEW
He got an A for nothing. He was a good man. He was a good citizen. He was a good neighbor. He was a good man.

ANNIE PRAY
She was a good woman. She was a good citizen. She was a good neighbor. She was a good woman.

GOLDIE DIGGER
She started her own business. She was a good woman. She was a good citizen. She was a good neighbor. She was a good woman.

LOTTA LAFFS
She was a good woman. She was a good citizen. She was a good neighbor. She was a good woman.

WANT ADS
WANTED—MAN, MARRIED, FOR NIGHT JOB—MUST BE WIDE AWAKE—BOX 74930

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If you find a misstatement or error in any edition of The American, please notify Managing Editor, Liberty 4000

LAWSON PLAYS CABINET OFFICIAL

Democrats Protest Against Ward Gerrymander

RESTING AFTER HIS LABORS

THIS is the twentieth chapter of the all-reform career of Thomas W. Lawson, on-time financial mogul now broken in health and spirit and close to poverty. Previous chapters have related his adventures in finance and in home building. Others will follow.

LAWSOON DEFIES CRITICS AND WINS

VILIFYING "Frenzied Finance" emblazoned the banner of Thomas W. Lawson throughout the world, even into those remote corners where he had not yet acquired financial victory through his financial alchemy.

A year after the first installment of "Frenzied Finance" was published, Lawson had won a battle of public opinion.

What was the result of this battle? Lawson had won a battle of public opinion.

There was a beautiful and popular girl, with a score of male pursuers, who had not received a single bid to a New Year's party.

ONE ACT PLAYS

He got an A for nothing. He was a good man. He was a good citizen. He was a good neighbor. He was a good man.

He was a good man. He was a good citizen. He was a good neighbor. He was a good man.

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BOSTON, WEDNESDAY, DECEMBER 31, 1924

BOSTON AMERICAN

LIBERTY BELL BUILDING, 100 NEWBURY STREET, BOSTON, MASS.

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SECOND SECTION

SAY THEIR VOTES ARE WASTED

Leaders Are Preparing to Take Redistricting Case to Courts

With the result of the legislative session, the redistricting case is being prepared for the courts.

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THOMAS W. LAWSON AND "BUNNY" IN THE AISLE OF "ALI BABAS". When he was writing "Frenzied Finance" Lawson found fun and frolic at Harvard, where his "Auntie of Ah Babas" always was waiting to greet him. They are shown at play in the famous "Auntie of Ah Babas".

FATHER AND SON QUIZZED IN SHOOTING

Two hours' shooting, Mr. and Mrs. Lawson, and their son, were the only ones to take part in the shooting.

The shooting was held at the Harvard Club, and the results were as follows:

Mr. Lawson: 100 hits out of 100 shots.

Mrs. Lawson: 80 hits out of 100 shots.

Mr. Lawson's son: 60 hits out of 100 shots.

The shooting was a success, and the results were as follows:

Mr. Lawson: 100 hits out of 100 shots.

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WELL, NOW, SUPPOSE THEY HAD EATEN A HEAVY MEAL

Two hours' shooting, Mr. and Mrs. Lawson, and their son, were the only ones to take part in the shooting.

The shooting was held at the Harvard Club, and the results were as follows:

Mr. Lawson: 100 hits out of 100 shots.

Mrs. Lawson: 80 hits out of 100 shots.

Mr. Lawson's son: 60 hits out of 100 shots.

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Mr. Lawson: 100 hits out of 100 shots.

Mrs. Lawson: 80 hits out of 100 shots.

Mr. Lawson's son: 60 hits out of 100 shots.

ANOTHER LYNN FIRM WOULD CUT WAGES

The Lynn firm, which has been cutting wages for some time, is now planning to cut wages again.

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Tom's Generosity

"Frenzied Finance" was claimed by Lawson to tell the true story of the "Frenzied Finance" manipulations and the results of the same.

How closely to the line of truth his narrative held, only Lawson himself and the men with whom he dealt, can tell. But they have not.

Tom Lawson himself has acknowledged that he has not told the truth.

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COUNCILLORS PLAN APPEAL TO COURTS

The five largest cities in the state, which are also the five largest cities in the state, are planning to appeal to the courts.

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U. S. MAY TRY WOMAN IN POISON CAN CASE

The U. S. government is planning to try a woman in the poison can case.

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BOSTON AMERICAN SPORTS

DARTMOUTH AND TORONTO CLASH AT ARENA TONIGHT

CANADIAN OUTFIT BIG FAVORITE

LINED UP AT ARENA TONIGHT.

DAVID L. FOSTER, TORONTO STAR.

DAVID L. FOSTER, TORONTO STAR.

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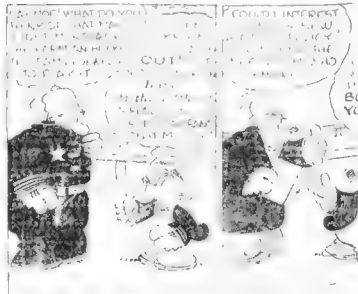
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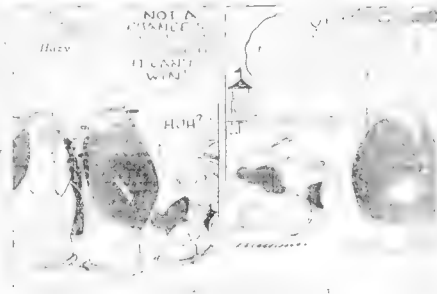
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Moe and Joe They Get the Dough Sometimes



Moe's money remained idle yesterday. He in a thousand slugs, Julia M., but got a duck back because Julia scratched. Today he will try to end the fight with a gander that sent to Jimmy McCue a New Year's gift. In a kick, \$19,118.54.



HOB PROS AND FIGHTERS IN CLASH

MALCOVICZ AND JAP STAR GO TONIGHT



Behmont's Successor

Attitude Changed

The attitude of the boxer, who was known for his aggressive style, has changed significantly. He is now more strategic and focused on his opponent's weaknesses. This change in attitude has led to a more balanced and professional performance in the ring.

FRISCH WANTS \$20,000 CONTRACT FOR 1925

Hot Heads 1 Second

KRAMER EASILY MAKES WEIGHT FOR TITLE GO

Dance and Dine

"Whirl of the World"
A SPECTACULAR REVUE
WITH THE "DORSETT VERDUGO OF MADON HALL"
BUSTER KEATON IN "THE NAVIGATOR"
YANKEE-DOODLE BOYS' BAND
From Palm Beach, Atlantic City, Director D. E. Maclellan
DURING DANCING-CABARET TILL 2:30 A. M.
Business Men's Luncheon Every Day 11:30 to 3
417 Washington St., Phone March 5078.

Start the New Year Right
CELEBRATE NEW YEAR'S EVE WITH
FUN-FROLIC-FAVORS
DANCING 8:00 P. M. TO 2:00 A. M.
MAKE RESERVATIONS NOW
FOR THE GREATEST AND BEST
NEW YEAR'S EVE CELEBRATION IN BOSTON
AT THE **PALM GARDEN**
BOSTON'S NEWEST AND FINEST RESTAURANT
281 HUNTINGTON AVE. PHONE B. B. 3017

HUBERT BOSTON OPERA HOUSE
Boston-Chicago Opera Association
ANNOUNCES
CHICAGO 2 WEEKS
OPERA SEASON
16 Performances
Beginning Monday Evening, January 26
Entire Organization—Stars, Ballet, Chorus,
Orchestra, Scenery—Direct from Chicago

"GOOD DAY, LITTLE GEORGE!"
"THE NEXT PEOPLE"
AT THE NEW YORK THEATRE
3 MATS. THIS WEEK

"Come Out the Old, Come in the New"
TONIGHT
SYMPHONY HALL, 302 A. M.
Annual Christmas Eve Year's Eve
Celebration
"MIAL HALLETT"
HALL'S ORCHESTRA
Dancing—Cafeteria—Refreshments—Favors

MAJESTIC
3 POP. MATS.
FLORENCE HILLS
BIXIE TO BROOKWAY
SYMPHONY HALL
HOUDINI
"CHALLENGE"
Open to M.V.C.

LOEWS STATE
TALMADGE
"THE ONLY WOMAN"
WITH EUGENE O'BRIEN
OTHER SCREEN SUBJECTS

WALDRON'S
RED PEPPER REVUE
MID-NITE SHOW TONIGHT
BOWDOIN ST. HALL

FENWAY
"PETER PAN"
GORDON'S
"THE BREAD BAKER"
JACK DEMPSEY FEATURE
AND SERIAL

SELWYN
POP. MAT. TODAY, TOMORROW & SAT.
IN THE NEXT ROOM
Howard

BOSTON THEATRE
"THE BREAD BAKER"
JACK DEMPSEY FEATURE
AND SERIAL

PHOTOPLAY DIRECTORY
Shows at all theatres in Boston and vicinity.

ALLSTON GORDON'S "THE BREAD BAKER" JACK DEMPSEY FEATURE AND SERIAL	EVERETT STAND "THE BREAD BAKER" JACK DEMPSEY FEATURE AND SERIAL
BROADWAY "AMERICA" Comedy and News	MALDEN STAND "THE BREAD BAKER" JACK DEMPSEY FEATURE AND SERIAL
CAMBRIDGE GORDON'S "THE BREAD BAKER" JACK DEMPSEY FEATURE AND SERIAL	MATTAPAN ANDERSEN'S "THE BREAD BAKER" JACK DEMPSEY FEATURE AND SERIAL
DORCHESTER GORDON'S "THE BREAD BAKER" JACK DEMPSEY FEATURE AND SERIAL	MEDFORD GORDON'S "THE BREAD BAKER" JACK DEMPSEY FEATURE AND SERIAL
FRANKLIN PARK GORDON'S "THE BREAD BAKER" JACK DEMPSEY FEATURE AND SERIAL	ROSLINDALE GORDON'S "THE BREAD BAKER" JACK DEMPSEY FEATURE AND SERIAL
ROXBURY GORDON'S "THE BREAD BAKER" JACK DEMPSEY FEATURE AND SERIAL	SOMERVILLE GORDON'S "THE BREAD BAKER" JACK DEMPSEY FEATURE AND SERIAL

THE THIMBLE THEATRE

A Clever Weather Prophet—By SEGAR



BRINGING UP FATHER

Jiggs Waits for His Breakfast

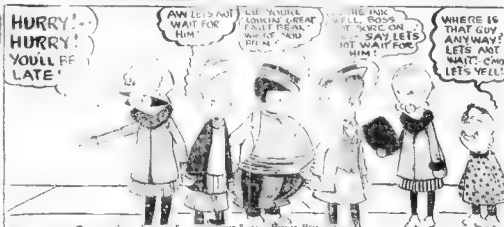


By George McManus



US BOYS

Every Wish Sincere



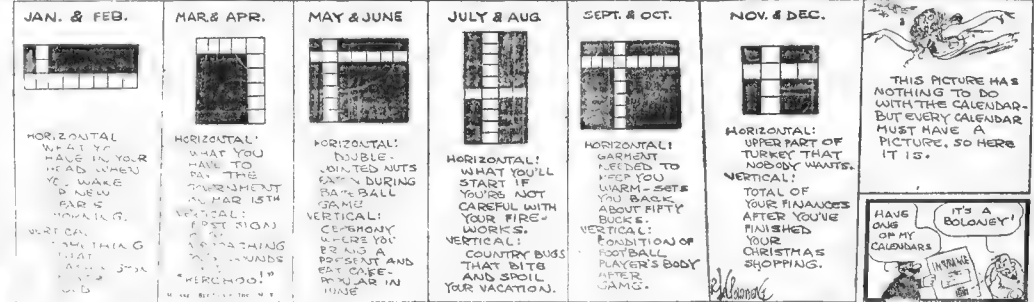
By McNamara



GOLDBERGS CARTOONS

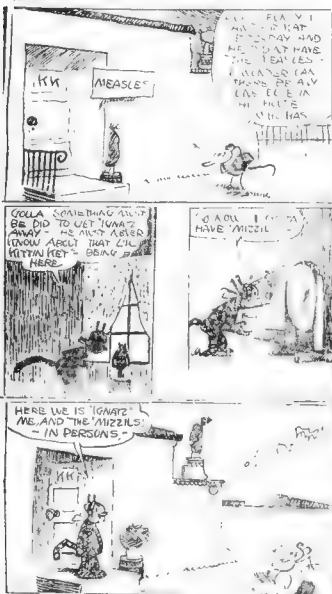
Our 1925 Cross-Word Calendar

By Rube Goldberg



KRAZY KAT

A Friendly Introduction—By HERRIMAN



JUST KIDS

Looking Ahead to the Reward

By Ad Carter



DAILY SHORT STORY

A FLAPPER AT THE WHEEL

By Evangeline Weir

Bobbie and His Pa

By William F. Kirk



Went On Her Way

for the same manner which she had taught her father and mother to do. She was a girl of about sixteen, and she was very pretty. She was very kind and very gentle. She was very smart and very clever. She was very brave and very strong. She was very honest and very true. She was very loyal and very faithful. She was very generous and very kind. She was very beautiful and very charming. She was very smart and very clever. She was very brave and very strong. She was very honest and very true. She was very loyal and very faithful. She was very generous and very kind. She was very beautiful and very charming.

Knows Value

of the money she had. She was very smart and very clever. She was very brave and very strong. She was very honest and very true. She was very loyal and very faithful. She was very generous and very kind. She was very beautiful and very charming.

Cannot Understand

the way her father had. She was very smart and very clever. She was very brave and very strong. She was very honest and very true. She was very loyal and very faithful. She was very generous and very kind. She was very beautiful and very charming.

Flapperhood Ended

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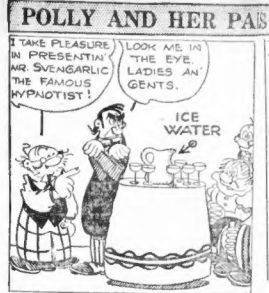
POLLY AND HER PAE

LOOK ME IN THE EYE LADIES AND GENTS.

ICE WATER

AAA DABA! BLILLUB! BLILLUB!

TAKE PLEASURE IN PRESENTATION MR. SENGARIC THE FAMOUS HYPNOTIST!



"Hand-Made" Brew

BEHIND THIS BOTTLE CHAMPAGNE!

HERE'S TO THE NEW YEAR!

WHOOOPS MY DEAR!



By Cliff Sterrett

HERE'S TO THE NEW YEAR!

WHOOOPS MY DEAR!



MEDBURY SAYS—

By John P. Medbury

WELL, this is December 31, and we only have a few hours in which to break the rest of our resolutions.

Of course, some people make a mistake that it will take them an hour to finish breaking them.

THIS is the best time to finish off smoking with you have three cigarettes again to give you an awakening.

EVERY man has to have some-thing to eat tobacco, and gift-giving make a wonderful treat.

TONIGHT is the big night and the streets will be so crowded that they'll make a big snowdrift from the great snow squalls.

COMPARED to the crowds this evening, an elevated conductor will feel like a hermit.

AND bargain counter raffles will seem like general prosciutto.

PEOPLE who go out on New Year's eve are called to death if they get home with one good eye.

ONLY men should carry their tin cans in their pockets and their heads.

THEY should only bring one stick with them and leave the other one at the apartment.

ON New Year's eve some people in the city are so much confused that they know red, white and blue.

THIS is the only time of the year when the average mother can find her daughter with a dinner in her hand.

AND then she only dines off old men and other antiques.



SECRETS OF HEALTH

By Charles A. L. Reed, M.D.
Former President of the American Medical Association

HEALTH and wealth indicate the power of children.

Children thrive in their parents' love, as indicated by weight and height.

There is no absolute standard by which one may say that a child is absolutely above or below weight.

There is, however, a certain average figure for each child. This average is not the same for all children, and it varies with the child's sex, age, and build.

Children who are underweight and thin are usually the result of poor nutrition, lack of exercise, and lack of sleep.

Children who are overweight and fat are usually the result of overeating, lack of exercise, and lack of sleep.

Children who are healthy and of average weight and height are usually the result of good nutrition, regular exercise, and regular sleep.

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Weight	Height	Age
100	40	10
110	42	11
120	44	12
130	46	13
140	48	14
150	50	15
160	52	16
170	54	17
180	56	18
190	58	19
200	60	20



FILLUM FABLES

ONE WHIST FIELD IS RIMED AND SIX COWS SCARED STIFF WHEN TWENTY-THREE CENTURY RIVER STRAITS RAIRS AT SUDBURY, MINNESOTA

RED HOT NEWS



First Sowings

ON SIBIRIA KINKVILLE

NO THIS CALAMITY

OH ANGELS! WE GOT OFF AT THE STATION



By Chester Gould

IT'S A BIRD, IT'S A PLANE, IT'S A 5-DOLLAR FOR 6 LESSONS JUDGE

OUR EDUCATIONAL PLUM

THEY'RE BEING SENT TO THE FRONT LINES OF THE WAR

IT'S A BIRD, IT'S A PLANE, IT'S A 5-DOLLAR FOR 6 LESSONS JUDGE



By Hershfield

DO NOT LET ME KETCH YOU WITH THAT TOMORROW!!

1924



MIDDLE CLASS MELODRAMA

When Pop cut off his moustache.

Having your first fix.

When Johnny went to church and saw his wife and the old woman, they all of them for him to have some.

When you go to a picnic and forget to bring anything on the picnic, you are a failure.

When teacher Jack Timmer in after school the afternoon he had to pitch for the Glens.

Punch—Did you have a good time at the McJung party?

Chase—Yes, I only speak English.

First Speed Five—Have you any more of those old cars?

Second S. F.—Yes, I run across a while ago.

GOLD BRICKS

Thrift week in Scotland.

A speedometer on a mail.

Practicing to be a jockey.

Putting the "over" in radio.

Seeds sent by a Congressman.

An owl who is afraid of the dark.

Planting a pet alligator out of the palm of your hand.

The married judge of a beauty contest.

Laughing at a black eye on a national.

The fellow who dabbles across the street in the midst of traffic and then stops to light a cigarette.

Intending to kiss the pretty nurse and kissing the baby by mistake.

The woman who steps on your foot in the trolley car and then looks at you with a smile.

Hubbub who wrote to their wives in the country about the lovely time they are having in the city.

The bird who makes you pose for a picture and finds out he has lost his first year.

The woman who asks the second layer of candy before she has finished the first layer.

The woman who explains to you that her daughter never married because she could not find a man her intellectual equal.

The concert goer who appreciates the pianist before he finishes his selection.



ABIE THE AGENT

Off With the Old With the New

TWEET!! TWEET!!



JERRY ON THE JOB

Start the New Year Right

HERE ARE THE BUSINESS LOSERS FOR 1924—THEY SHOW A LOSS OF 42% ON TAKE-UP TO MR. AND MRS. GUNN AND TEL HIM NELL DO BETTER NEXT YEAR.

WIN ME?



By Hoban

LET'S MAKE 1925 A 100% YEAR!

42% = "OAKS"

42% = "OAKS"

42% = "OAKS"

42% = "OAKS"



WORDS OF WISE MEN

Men will not find their wife to examine whether she is a good or bad wife, but whether she is a good or bad wife.

He who is certain of success to my knowledge, will be the most likely to fail.

Amongst such as of entering their old and talk little in more to talk less, or if you want to talk less.

Courage may be vague when the doing is not extreme, and extreme fear is not, when the action is extreme.

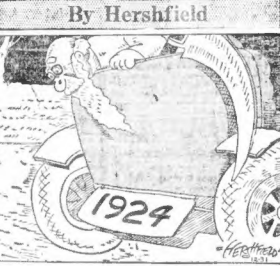
Discipline is the perfection of custom and a guide to us in the daily life.

Literature is the warehouse of literature, whence men, property to furnish, might bring forth something for ornament, much for curiosity and more for use.

Many seem to pass on from youth to decrepitude without any reflection on the end of life.

A man's life is an appendix to his heart.

It means and dwells were distinctly weighed and duly considered, they would afford us another sort of logic and erudite than what we have been hitherto acquainted with.

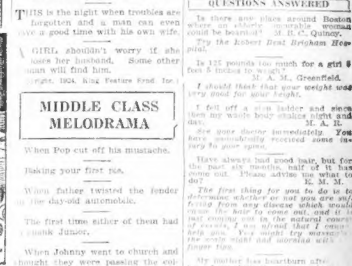


QUESTIONS ANSWERED

There are three things in a little memorandum book which you keep in your pocket, and which you take with you everywhere. These things are: 1. A list of your friends. 2. A list of your enemies. 3. A list of your acquaintances.

It is the only time of the year when the average mother can find her daughter with a dinner in her hand.

AND then she only dines off old men and other antiques.



RHYMING OPTIMIST

By Aline Nichols

ONCE, sometime, MAGGIO is a thing no wisdom dare define, it flings its safe and shining ring about this soul of mine. As back the poet I deem it seen again things far away as very near, while this day's problems wane, I see a little, laughing face who found each hour as bright as golden daisies in the grass or stars stars at night. A little lass who never knew a shadow on a sigh, but lived in joy the whole day through the bird or butterfly. For Mother, there could her joy and with its tender air, it kept all bitterness away, all sadness from her heart. And then I see the flying years go by in swift review, they bring their laughter and their tears, their wonders, old yet new. But something of the old, the well still holds associated away, the little lass I knew so well goes on, serene and gay. For Mother, I mean, you feel? "Pat"—I don't care if he belongs to Clark or Reynolds, he's gone home to her.

DETECTIVE ORDERS

"Man overboard," yelled the captain, "throw the buoy over quick, Pat!" Pat, seizing the cabin boy who was playing, threw him in. The captain was frantic. "The cork buoy, I meant, you fool." "Pat"—I don't care if he belongs to Clark or Reynolds, he's gone home to her.



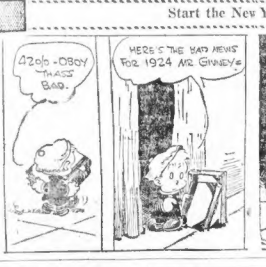
THE HELPING HAND

Letters Not Answered Personally. No Attention Paid to Telephone Calls or Anonymous Letters. No Names Published.

Wants Warm Coat

Helping Hand Editor: I have seven small children, boys ten and two years old, girls eight, six and four, and baby four years old. My husband hasn't been working for the past six weeks, but has been appointed work by January 1. I can make over things and would appreciate anything at all. I need warm coat, size 14.

MRS. MARY JOE



Girl Needs Clothes

Helping Hand Editor: There is some kind person who could help a girl of thirteen. My mother is dead, and I need a great many things, but all I ask is that someone send me some underwear and some dresses. I live with my aunt, who is very kind to me, and a pair of high shoes size 8. I take size 14 clothes.

MARY E. L.



Hand to Get Along

Helping Hand Editor: I have a family of ten children, eight boys and two girls, ranging from three years in infancy, and two girls, one and a half years old, and one boy, three months old. We have a hard time to get along. Please help us.

MRS. J. F. W.



For Colds, Grip, Influenza and as a Preventive

Take

Bromo Quinine

tablets

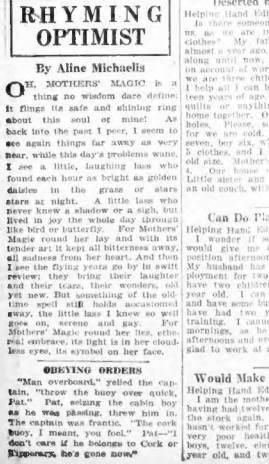
The First and Original. Gold and Grip Tablets. Proven Safe for more than a Quarter of a Century. The box bears the signature E. W. Brown. Price 30c.



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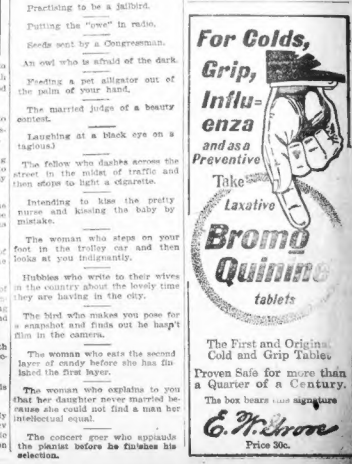
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The old days are "gone forever." New England must make what the people want and have it ready when they want it. If the public cannot get what it wants here it will get it elsewhere.

BOSTON AMERICAN

NO. 1 LARGEST EVENING CIRCULATION PUBLISHED IN NEW ENGLAND

Our greatest glory, as the Chinese philosopher puts it, is not in never failing, but in rising every time we fall. To the true Minute Man, made of the stuff that wins, stumbling blocks are stepping stones.

Resolved: That N. E. Industry Abandon the Ideas and Methods of Stage-Coach Days

THE YOUNG NEW ENGLAND Minute Man, as he prepares to close the books tonight on 1924 and open a new account with the little chap who stands smiling and confident on the doorstep, will naturally provide himself with a few resolutions.

He will, of course, determine to be sober and industrious and to save something.

For anybody except a fool, it is not so difficult to practice sobriety as it used to be. If one has merely a modicum of common-sense, the sobriety resolution will not be hard to keep.

There is no certain way to get ahead in New England unless one be industrious. And unless one is saving he is unprepared to take advantage of his opportunities. "Let honesty and industry be thy constant companions," Franklin advised, and "Spend one penny less than thy clear gains."

Even the youngest of us will readily admit that in the course of the year now rapidly drawing to a close he has made mistakes. It may be that we have wasted time—most of us are guilty of that sin—or that weakly we have shown a predilection for companionship that was more harmful than helpful. Some of our resolutions, therefore, will be an enumeration of Things to Avoid.

Given good health, there is no excuse whatever for the young man or the young woman in Boston who fails to get ahead; no reason whatever why he or she should not be prepared for the job immediately ahead and then for the job next month or that.

Only a month or two ago we called attention on this page to the fact that several hundred courses of study are wide open, some of them without cost and none at more than nominal expense, to Bostonians of all ages.

Those of you who were ambitious in this direction were advised at that time to get in touch with the Prospect Union Educational Exchange, at No. 760 Massachusetts avenue, Cambridge, which free of charge acts as an information bureau, a clearing-house, on educational opportunities in Greater Boston and, to some extent, in Massachusetts.

Hundreds of you have acted upon that advice and now are seriously preparing to get ahead in the world.

How about the others? And how about the boys and young men, in particular? Where will 1925 find us, when HE reports for duty? Shall we have settled down seriously to our life-work, or is it to be one year more of cards, "the ponies," "the fights," kelly pool and dancing? Everyone must answer these questions for himself and TONIGHT is the night for facing them.

ONE thing is certain, at least, and that is that no young person who knows of these hundreds of courses of study that are open to him, if only he means business and will take the trouble to ask a few questions, can ever honestly explain his failure, when he comes to the age of 50, by complaining that he was "held down," or that he "never had a chance." If anybody is holding YOU down, young Mr. Bostonian, it is YOU and none other.

A common complaint of young persons with whom from time to time we discuss this matter of getting ahead is that there are "no opportunities New England any more."

Is that true, or is it the fact that some New Englanders are not alive to the opportunities that all about them?

We all know that the express business originated in Boston, that the telephone was "made in New England," that the telegraph was born here, know something about the eminence of New England in the fishing industry, in tanning, in r-making, in jewelry manufacture, in the fur business and in clock-making.

But where are we on the "new" things, how this New England of today, and how do New

NEW YEAR GREETINGS

BY GOVERNOR-ELECT ALVAN T. FULLER

THE ending of the old year and the beginning of a new gives each one of us an opportunity to square away for a better and happier future; a future of constructive service and help. Fine and wonderful as the accomplishments of the year just closed have been, the new year holds out a strong hope for better and finer development in the things that are worth while and that give enduring evidence that the



GOV.-ELECT ALVAN T. FULLER

progress of mankind is always forward and upward despite occasional setbacks.

To the vast throng that live within the borders of the finest Commonwealth of all, may I extend the wish sincere that real happiness, success, prosperity and the desire to help each other along the pathway we tread but once, abide with us all to the end that the sunshine of good will may last throughout the year.

Englanders of today, react to a new idea in commerce and manufacture?

Attention was called only a few days ago to a report of the United States Census Bureau, showing that the wholesale value of the perfumes, cosmetics and toilet preparations made in this country last year was \$117,175,741. The beauty business has become an important industry. How many of its necessities are supplied by New England manufacturers?

"There WAS a time," as Professor Harry R. Wellman of the Amos Tuck School at Hanover told the advertising men a few weeks ago, "when New England said what was to be sold."

"Unfortunately that time is past. Today—fortified to some extent by its successful strike—the public tells us what it wants and if it can't get it from New England gets it somewhere else. This fact has been apparent for years. There have been decided points of emphasis, too, notably the slow removal of the shoe business to St. Louis, the rubber business to Ohio, the corset and other similar businesses to New York and New Jersey, and the final removal of much of our cotton business to the South. "Up to 1915 it didn't take much of a business man to be a successful manufacturer. Goods were sold before they were made. Demand exceeded supply. In 1924, goods have to be sold and it won't help New England business any if our capital of industry continue to remain suitably blinding for the return of the good old days."

"Then days are gone forever" and the new truth must be accepted, namely, that it doesn't matter what we can MANUFACTURE, the important fact is what can be SOLD and how much we can sell, individually."

In line with the more recent discovery of the importance of the toilet goods business, Professor Wellman asked who has made money out of the bobbed-hair craze, by selling curling irons and tongs.

"One of our older houses in New England said: 'Just a fact, we won't touch it.' They HAD to touch it, but in the meantime, now concern just a little quicker on the trigger, had filled the first big demand and therefore held the most profitable business."

There may be New Englanders so "set" in their ways as to object that no one would look to this serious-minded corner of the country for lipsticks and curling irons. Clocks, watches, pianos, organs, boots and shoes, machinery, yes, but these fold-de-tols, no.

No Minute Man will talk like that, of course. If New England CIGAR manufacturers were not active, alive and aggressive every minute of the day and every day in the year, WHO would be thinking of New England in connection with cigars?

One New England factory—in New Hampshire, of all places!—has had an output this year of 80,000,000 cigars.

It employs 1,520 persons, of whom 1,016 are cigarmakers.

It has paid the United States government this year, in revenue taxes and duties, \$2,250,000.

Its weekly payroll is \$40,000, a wage distribution of \$2,080,000 for the year.

Few individuals have done more for their

cities, in the way of profitable industry, than the late Roger G. Sullivan did for the largest city in New Hampshire.

"The numerous industries of ———" we read a day or two ago concerning a smart New England city of 12,000 population, "have an annual OUTPUT of \$3,000,000."

Here is a SINGLE industry with a PAYROLL two-thirds as large as the OUTPUT of another city's COMBINED industries.

What this great business means, and has meant, to the city of Manchester, is beyond computation. In recent years of strike and general depression in cotton textiles it probably has been the salvation of more than one merchant and more than one pretentious mercantile establishment.

Its cigarmakers, all union men—none of them is permitted by the rules of his organization to work more than 8 hours a day—earn from \$40 to \$80 a week. They are among the most dependable men of the community. Many of them own their homes.

The point for every ambitious young Minute Man of New England, as he thinks seriously of the future on this day when most of us are taking account of ourselves, is that this great business began about as modestly as possible. There was, in the beginning, R. G. Sullivan and ONE cigarmaker.

Do YOU complain that you are "held down," that you have "never had a chance"? At this very minute you have everything material that Roger Sullivan started with and you may have more.

Born twenty-five miles west of Concord, in the little town of Bradford, Mr. Sullivan came to Manchester in his youth and in early manhood engaged in the retail tobacco business.

A thorough man, he determined to know all there was to know about cigars and he made the perfection of his product a study which he continued throughout his life. Sunatra wrapper, clear Havana filler, Connecticut binder, these were his trade "secrets."

This country-born son of New Hampshire had no Midas touch. There was nothing "lucky" about his career, nothing spectacular. He did not come up like a rocket. His growth was steady, taking on speed with the years.

His first extension was to take the upper part of the building in which his little store was situated. When, some years later, he erected his second factory, he thought his life-work completed. Several buildings of the same size could be tucked away in the corners of the present factory!

Here was a young New Englander who did

not chase the rainbow, who was not enticed by green fields far away. He remained in his home State, picked out a business, threw himself into it whole-heartedly, worked hard, studied while he worked, grew as he studied and—lot and behold, Success.

No competition? On the contrary, anyone may enter upon the business of making and selling cigars, and thousands do. Attractive labor conditions? Unionized from the very beginning; 8-hour day; restrictions as to apprentices; other rules.

What WAS the Sullivan secret?

He built up one of the largest cigar businesses in the United States, in about the last place in the world you would expect cigars to come from, the GRANITE State!

How are you going to "explain" him?

Intelligence, industry, application. Knowing his business. Keeping abreast of that business. Living with his business. He never had much to say about the Golden Rule, but the common testimony of those who were his intimates is that he lived it.

His life, his career, this big business which remains exclusively the possession of his family, prove ONE thing, among many.

That anything CAN be made in New England, and made successfully.

This is a good day, better than any other perhaps, to be planning to get out of the rut, not only as individuals but as a section.

If we are hanging fast to some manufacture because grandfather did well at it, although we know in our hearts it is almost as much behind the times as that last horse-car in Marlboro Street, this is as good a day as any to get ready to scrap it and turn to something new—even to curling-irons and face-powder!

There are 7,000,000 members of the Committee of Minute Men and Minute Women and if each and every one will choose Roger Sullivan for an example, and determine today to take every advantage of the opportunities before us here in these Six States, the committeemen—AND New England—are on the eve of a triumphant march into the

HAPPIEST OF HAPPY NEW YEARS!

OUR DUTY TO WORLD OF BEING PLEASANT

By DR. FRANK CRANE

THERE are few who realize that the greatest contribution we can make to the world is being pleasant.

For all the other work we do others can be found who can do it quite as well. There is talk of our need of leadership and of our efficiency in business and in other directions of activity. These may be necessary in a way.

But they are nothing to compare with our duty of being pleasant. Pleasantness is like the sunshine. Under its influence all good human qualities develop and an unpleasant person is like a rainy day, rainy and flat. It is in what Dickens would have called a "dimmed, moist, unpleasant body."

A pleasant person improves the atmosphere of a street car. He helps people while away the time in a railway station. He is an encouragement to workers and he is the best means of recreation for those who would play.

If we do not feel pleasure it is our duty to put on an appearance of it, for it is the appearance that counts with others, and putting on a thing may often have a reactionary effect upon ourselves. By deliberately seeming to be pleasant we can come to feel so.

Just as plants need the sunshine, and will only grow spindling in the dark, so human beings need an atmosphere of cheer. It has been noticed in the family that a pleasant person is more appreciated and usually more effective, than those who are grim.

The best adornment of the face is a smile and cheerfulness goes further than beauty. Indeed cheerfulness is one of the chief elements of an attractive face.

The world is hungry for cheer. Everybody wants it. You cannot sell gloom, for every person finds in himself sufficient causes for gloom without getting it from another.

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The Helping Hand will be found on Page 16.